



The American Bar Association
Law Practice Management Section
and the ABA Center for Continuing Legal Education
Present a 90-Minute Teleconference and Live Audio Webcast

**CLE
ALERT**

Using Client Surveys to Improve Your Practice

Thursday, March 16, 2006

1:00 PM – 2:30 PM Eastern | 12:00 PM – 1:30 PM Central | 11:00 AM – 12:30 PM Mountain | 10:00 AM – 11:30 AM Pacific

PROGRAM DESCRIPTION

An active client survey program that tracks needs and perceptions can be a valuable tool for any size law firm. With a deeper understanding of what your clients want and clearer insight into what they think, your firm can leverage its strengths and address its weaknesses to improve service.

Our panel of attorneys brings perspectives from small, medium and large firms to cover the various types of client surveys and reveal how to set up an effective survey system that will enable you to gather and use data, incorporate market research into your system, and steer clear of ethical pitfalls.

After the program, you will be able to:

- Determine the survey methods to which your clients will respond
- Create questions that will elicit useful responses
- Overcome resistance to soliciting feedback and implementing related change within your firm
- Develop effective strategies for using feedback
- Analyze and apply survey data to improve your practice and client relationships

OUR EXPERTS

As Director of General Counsel Relations for *Reed Smith* in Washington, D.C., **Julia Cline** interacts daily with general counsel to ensure that the firm understands each client's needs. She is well-suited for this responsibility, following an accomplished in-house career with major corporations throughout the United States.

Michael Downey brings the small-firm perspective from his experience with client surveys as a partner in the 15-attorney trial practice of *Fox Galvin*. He will discuss the St. Louis firm's successful use of client surveys to gain important client feedback that has helped the firm stay competitive.

As an attorney that focuses on business development initiatives, **Micah Buchdahl** of *HTMLawyer* in Moorestown, NJ, routinely conducts client surveys on behalf of firms of all sizes. He will detail the many possible routes, strategies and budgets that can be exercised to create successful client surveys—and how what you learn can grow your practice and strengthen your bottom line.

Carly Sproul, a member of the ABA Law Practice Management Marketing Core Group and business development coordinator for *Saul Ewing* in Philadelphia, will moderate the program.

TUITION

\$85	Law Practice Management Members
\$125	ABA Members
\$150	General Public
\$60	Additional registrants who use the same phone line

UNABLE TO PARTICIPATE?

This program will be available on audio CD. Order online through the ABA Web Store at <http://www.abaclecatalog.org> (search by program title or keyword).

All participants must be registered for the program.

Cancellations and requests for refunds will be honored on the following basis: 2 business days or more, 100% refund; 1 business day or less, 100% refund minus a \$25 administrative fee. Substitute registrants are welcome. Scholarship applications are available upon request.

CLE CREDIT

1.5 hours of CLE credit in 60-minute states/1.8 hours of CLE credit in 50-minute states have been requested in states accrediting ABA teleconferences and live audio webcasts.*

NY-licensed attorneys:

This non-transitional CLE program has been approved for experienced NY-licensed attorneys in accordance with the requirements of the New York State CLE Board for 1.5 total NY CLE credits.

*States currently not accrediting ABA teleconferences: DE, IN, KS, OH, PA

Register Today

Online: <http://www.abanet.org/cle/programs/t06csk1.html>

Phone: **800.285.2221** and **Select Option "2"**, M-F, 8:30 a.m. - 6:30 p.m. Eastern

Event code: CET6CSK; Source Code: TCE6FCSK1

Please check this box if you would prefer not to receive information about ABA-CLE programs and products by fax and fax back to 866.670.3249.